

We claim:

1. A method for providing purchasing incentives to customers, comprising:
transmitting a coupon from a first computer to a second computer;
displaying the coupon on the second computer; and
showing the displayed coupon to a retailer to redeem the coupon.
2. The method of claim 1, wherein the transmitting step further includes
transmitting a coupon from the first computer to the second computer, provided the second
computer has received less than a predetermined number of coupons.
3. The method of claim 1, where the displaying step further comprises displaying
a subset of information associated with the coupon to accommodate display characteristics of
the second computer.
4. A method for providing purchasing incentives to customers, comprising:
transmitting an advertisement from a first computer to a second computer, said
advertisement offering a purchasing incentive to a customer;
inputting information into the second computer, wherein the inputted information
directs a third computer to transmit a coupon associated with the advertisement to a computer
associated with the inputted information;
transmitting the inputted information to the third computer; and
transmitting the coupon to the computer associated with the inputted information.
5. The method of claim 4, wherein the step of transmitting an advertisement
from a first computer to a second computer, further comprises the step of transmitting a web
page depicting the advertisement from the first computer to the second computer.

6. The method of claim 4, wherein the step of transmitting the coupon to the computer associated with the inputted information, further comprises transmitting the coupon to a printer.

7. The method of claim 4, wherein the step of transmitting the coupon to the computer associated with the inputted information, further comprises transmitting the coupon to a display.

8. The method of claim 7, wherein the display is associated with a wireless telephone.

9. A computer-readable medium containing instructions for controlling a computer to perform a method for providing incentives to customers, the method comprising:

transmitting a coupon from a first computer to a second computer;

displaying the coupon on the second computer; and

showing the displayed coupon to a retailer to redeem the coupon.

10. The computer-readable medium of claim 9, wherein the transmitting step further includes transmitting a coupon from the first computer to the second computer, provided the second computer has received less than a predetermined number of coupons.

11. The computer-readable medium of claim 1, where the displaying step further comprises displaying a subset of information associated with the coupon to accommodate display characteristics of the second computer.